

Appendix B:

Town Surveys



Community Surveys

In January of 2001 the town mailed 4,000 Citizen Satisfaction Surveys to Town residents in the quarterly About Town newsletter. One hundred and sixty-two (4%) were returned, which is an average mail-in return rate based on past About Town surveys. The Citizen survey covered a wide variety of issues that are addressed in the comprehensive plan in order to better ascertain the needs of Town citizen's and whether the strategies recommended in this plan will improve the quality of life in Town. Most respondents are long time residents who own their homes, live in primarily single-family areas, and drive to work.

Town staff also administered 1,760 surveys to all Blacksburg Middle and High School students. These surveys were similar to the Citizen Satisfaction surveys in that they also covered a wide variety of services and topics. The results reaffirmed many of the strategies and goals discussed in the comprehensive plan.

Both surveys reinforce one another as well as the data collected from dozens of community meetings in preparation for the comprehensive plan update. Appendix C, the Community Indicators study, also reinforces the information presented in these surveys.

In general, the quality of life in Blacksburg is very good. The expectations of citizens are extremely high however, which may result in restrained responses to many of the questions, especially with the student surveys. Respondents indicated that they would like to see more retail establishments in Town and less than four percent purchase most of their clothing and other retail items in Town.

For more information on these surveys, or to discuss them further, please contact the Planning & Engineering Department at pe@blacksburg.gov.